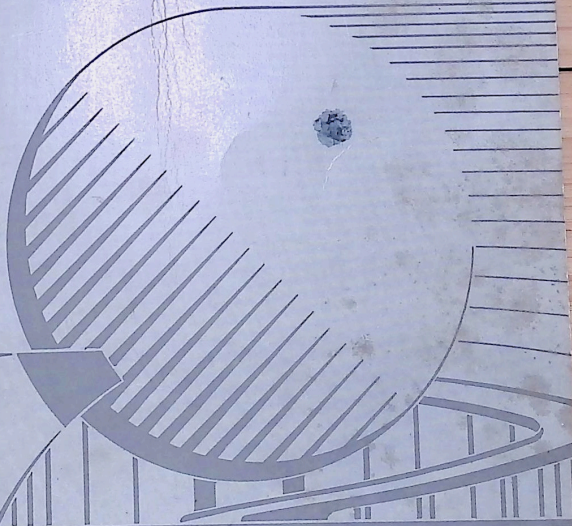


new york  
world's fair  
bulletin



participation issue

april  
1937



TRYLON &  
PERISPHERE

TO DIGNIFY AN EXPOSITION by crowning it "world's fair" is simple enough; the difficult job is actually living up to that title once it is conferred. Many fairs that give promise at the coronation fall short in their later development. They never become "every inch a king."

The New York World's Fair is

EVERY STATE, EVERY  
NATION IS LOOKING  
FORWARD TO 1939

BY  
GROVER WHALEN  
President, New York World's Fair 1939

Individual action looking toward participation already has been taken by four nations—France, Finland, Guatemala and the Dominican Republic. Thirty-three other countries have assured us that they will participate. Some are planning to erect buildings. Our commissioners in Europe, in South America and in the

## WORLD-WIDE PREPARATION

still young; but it already has reached the stage where one can say with certainty that it will be a great International Exposition in fact as well as in name.

"New York" will define its location but not its content. That will be representative not only of the states of the Union but of the nations of the world. Business and industry already have indicated their intention of participating on an unprecedented scale. The arts and sciences are equally enthusiastic. State legislatures throughout the land are making plans for representation. National advisory committees are bringing the leading citizens of every state, both men and women, into the Fair ranks. Other committees place the resources of every type of business, professional and social activity behind the Fair.

In the foreign field the most tangible evidence of the stature which the Fair has attained is the decision of the International Bureau of Expositions to allocate the year 1939 to New York. This decision is most significant. It means that twenty-two nations, eighteen of them in Europe, will participate in no other international fair in that year. More than this, it means that no other American fair will be recognized by the Bureau for ten years.

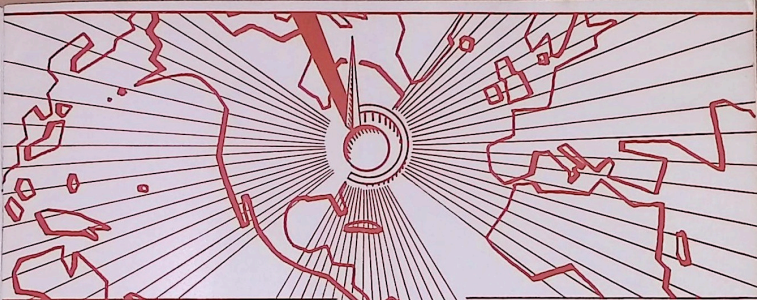
Far East have invariably met with cordial receptions.

I have no doubt that by the end of this year our roster of state and foreign participants will exceed the record of any other world exposition.

The governments of the states and of the nations have every reason to look forward to 1939. The essence of a world's fair is cooperation, and every project that involves such cooperation promotes amity among nations and improves the relations of our own states with each other.

The theme of the Fair is world-inclusive in its broad outlines. Any solutions of the problems of tomorrow that the Fair may propose will have universal value. Finally, the Fair will apply a definite spur to trade—directly, through movement of goods and visitors to the Fair; indirectly through new contacts established, new friends made.

To my mind there is no question but that state and foreign governments as well as business and industry and the arts and sciences fully recognize the importance of this World's Fair. I am convinced that when the gates swing wide on April 30, 1939, the flags unfurled above the streets and plazas of the Fair will be legion.



7 35-



## DIPLOMATIC DINNER

Introducing the New York World's Fair to official Washington at a dinner given by the President of the Fair at the Hotel Mayflower on February 5, 1937.

Right: Representative Bertrand Snell, Grover Whalen and Senator Joseph T. Robinson.

Upper left: Ambassador Hiroshi Saito of Japan and Chancellor James Byrne of the University of the State of New York.

Lower left: Dr. Charles Abbot of the Smithsonian Institution and the British Ambassador, Sir Ronald Lindsay.



Right:  
Representative John J. O'Connor  
and Marsin H. McIntyre, secretary  
to President Roosevelt.





## From Every State

- 1- Mrs. Vincent Astor  
Chairman, Advisory Committee on Women's Participation
- 2- Mrs. Courtlandt D. Barnes  
Vice Chairman
- 3- Mrs. James Roosevelt  
Member
- 4- Mrs. William Brown Meloney  
Member

## In Every Phase

Women's participation was a first thought in planning the New York World's Fair of 1939. The Division of Women's Participation was organized at the same time the Departments of Press and of Foreign and State Participation were formed. Women's rôle in the Fair was recognized from the beginning as a key element in the entire organization.

The Fair will have its finger constantly on



As Chairman of the Advisory Committee on Women's Participation of the New York World's Fair, I am deeply interested in the opportunity which the Fair offers to women to take a real part in this great undertaking to portray the World of Tomorrow. The fact that women are to participate in all of the major events of the Fair, instead of being segregated in women's sections or in a women's building, is most encouraging and is in itself an indication of the world's progress which the Fair will portray.

The Advisory Committee on Women's Participation will by no means be "window dressing" for the Fair. Great care and consideration are being given to the choice of members, for they will translate the ideas and interests of women into the language of the Exposition. Each State will have its own committee with a chairman and about one hundred leaders in civic, cultural and social activities. Through the chairman direct and constant contact will be maintained with headquarters here in New York. I hesitate at this early date to predict what women can expect from the Fair. That they

can expect much, however, is evident. No one can visit the work rooms in the Empire State Building without absorbing the enthusiasm and inspiration which are present on all sides. Women will be impressed by the Fair's architecture, its modern buildings set in formal courtyards and along broad avenues of stately trees. Those whose primary interests lead in special directions will find a complete picture of the possibilities and potentialities in those fields.

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- 5- Mrs. Sidney C. Borg  
Chairman, Advisory Committee on Welfare
- 6- Mrs. Bert W. Hendrickson  
Chairman, Advisory Committee on Consumer Interests
- 7- Mrs. William H. Purdy  
Representing General Federation of Women's Clubs Advisory Committees
- 8- Miss Lena Madelin Phillips  
Representing International Federation of Business and Professional Women's Clubs Advisory Committees

visory committees are headed by women. Mrs. Sidney C. Borg is chairman of the Advisory Committee on Welfare, which will handle the tremendous problems of social welfare incident to the development and operation of the Fair.

The Advisory Committee on Consumer Interests, set up as a testing laboratory and proving ground for the guidance of the Fair management, has a woman for its chairman, Mrs. Bert W. Hendrickson.

We are launching a national idea referendum through which women will be invited to contribute their thoughts on all of the theme developments of the Fair. Ideas which result from it will be considered with great care in the Fair offices.

The New York World's Fair of 1939 offers to women the greatest opportunity they have ever had to express their judgment on the elements of a better World of Tomorrow. The extent and significance of their participation in the Fair will be limited only by their own resources. The opportunity is there. It remains for women to act.

By Monica Barry Walsh  
Director of Women's Participation



WOMEN in the FAIR



# FROM FAR-FLUNG CAPITOLS . . .

ALTHOUGH it is manifestly impossible at this early date to set down in figures the number of states that will participate in the New York World's Fair, reports from the field indicate that a record number will be represented by formal exhibits.

Since the first of the year Fair commissioners have visited the forty-two state capitols where legislatures are in session. Everywhere interest in the Fair has more than equalled our expectations. At this writing twenty-nine states have introduced participation bills, and in several of the remaining states bills will be introduced in the near future.

The State of New York has naturally taken the leadership in planning participation. Current plans of the New York State Fair Commission contemplate the erection of a permanent marine amphitheatre of monumental proportions in a lagoon setting. The stage of this amphitheatre will rise out of an island 100 feet offshore, while beneath the tiers of seats—which will accommodate 15,000

BY

MAJ.-GEN. DENNIS E. NOLAN



World's Fair  
Director of State  
Participation  
Brings Word of  
Fair Support

spectators—will be halls containing the New York State exhibit.

To house the exhibits of the other states and territories the Fair contemplates erection of a Hall of States, located in the imposing Government group and flanking the structure which the Fair looks to the United States to build. Those states wishing to obtain more space than they are able to reserve in the Hall of States are being encouraged to erect their own buildings to house their exhibits.

That the New York Fair should arouse nation-wide interest, as is shown by the number of bills already introduced, is but natural. Many of the states are becoming increasingly conscious of the importance of advertising their industrial and agricultural products, their scenic beauties and recreational opportunities. Some have established publicity bureaus. Thousands of dollars are spent annually on posters, folders and pamphlets. A World's Fair in New York offers, of course, an unparalleled opportunity for supplementing such methods. Not only will the states have a potential audience of 50,000,000 persons to view their exhibits, but they will be able to make a far more convincing presentation than in printed material by the use of panoramas, models, motion pictures and other forms of animated display.

The many visitors will find a fresh cause for pride and enthusiasm in the revealing exhibits of their respective states. But beyond this, the exhibits will enable the states to make a persuasive presentation to all visitors of what they have to offer to producer, consumer and tourist.

Virginia's Great Chance  
To Tell the World  
Must Be Made Now  
Exposition  
of Flushing  
Meines Sq  
BY BYRON C. UTECHT,  
Feb. 6, 1939  
will be continued  
New York World's  
Participation de  
George  
July 15 if able  
to the



BY WINTHROP W. ALDRICH

THE NATIONAL ADVISORY COMMITTEE of the New York World's Fair has been set up with one purpose primarily in mind—to insure that the Fair will truly represent our national life, be truly a Fair of and by as well as for the people of America. The Fair bears a New York "state line"—to use a newspaper expression—but its theme and scope will be as broad as the continent that separates the Atlantic and the Pacific. Of course, it will also overflow national boundaries, but my concern as chairman of the National Advisory Committee is with its national aspects—to make sure that, in addition to being a great force for international amity and cooperation, it presents a complete portrayal of our American World of Tomorrow.

To this end we are forming advisory groups in all of the forty-eight states and in the territories. We have communicated with chambers of commerce throughout the country, asking them to recommend their leading citizens to serve on these committees. When our roster is complete, we expect to have a membership of almost 5,000—at least 100 in every state.

These state groups will have a double liaison function. They will act as a two-way clearing house between the Fair and their respective states. One phase of their activities will include the gathering of ideas pertaining to the Fair for submission to Fair authorities. They will keep New York informed as to what their citizens are thinking and doing about the Fair. The second phase will relate to keeping the people of their com-

## SPREADING the FAIRWORD

National Advisory Committee  
Head Outlines Plans for  
Two-Way Action

munities fully informed as to progress of the Fair and making certain that their state will be well represented at the Exposition.

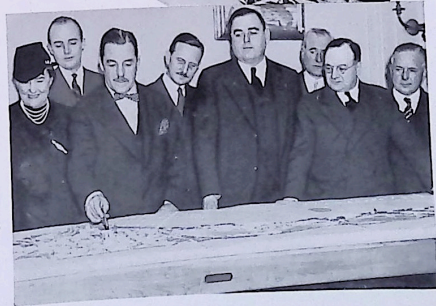
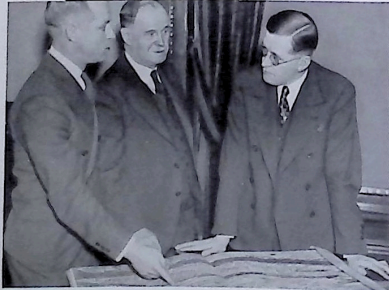
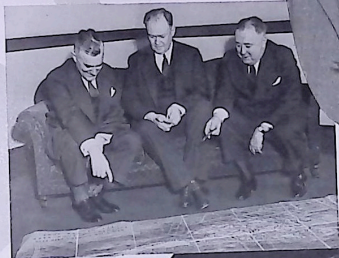
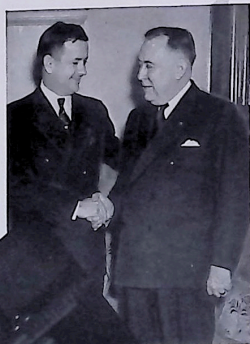
Through these committees each state will be brought into direct contact with the Fair. Its citizens will be made to feel that it is as much their Exposition as it is New York's, that its benefits will be by no means confined to the eastern seaboard, but will be spread throughout the nation. A concrete example of this was the first large purchase by the Fair Corporation—a shipment of piles from the Pacific Coast. As the Fair progresses similar orders will go out to all sections of the country.

In addition to these direct expenditures by the Fair Corporation and by exhibitors there will be an even larger volume of indirect business resulting from the Fair—purchases of new clothes, new cars, railroad tickets, gasoline and so forth. Finally, there will be the general benefit resulting from interchange of ideas at the Fair, from observance of new methods and processes and products and from close contact and cooperation of the peoples of the several states.

New York has long appreciated the value of exhibitions, as has been shown by its participation in virtually every fair ever held in this country. It is confident that business men throughout the country have a similar appreciation of their value and will evidence it in their work on or cooperation with the National Advisory Committee.

... BEING CONSIDERED.  
... THE CHAIRMAN OF  
... HAS RECOMMENDED THE  
... BUILDING FOR THE 1939  
... THE FAIR IT WAS WISE TO  
... SHOULD BE ADEQUATELY  
... BEING HEARD, SPENCER IOWA  
... THURSDAY, DECEMBER 10, 1938  
... Will Iowa Do a Selling Job at New York's 1939  
... Or Will South American Popcorn Be the Major Attraction for a State That Has Ad  
... Where States Will Exhibit at New York Fa

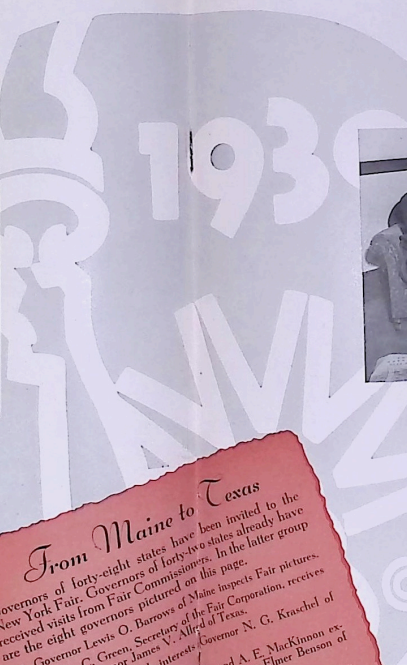




## From Maine to Texas

Governors of forty-eight states have been invited to New York Fair. Governors of forty-five states already have received visits from Fair Commissioners. In the latter group are the eight governors pictured on this page.

1. Governor Lewis O. Barrows of Maine inspects Fair pictures.
2. Charles C. Green, Secretary of the Fair Corporation, receives pledge from Governor James V. Allard of Texas.
3. The Invitation Book interests Governor N. G. Kraschel of Iowa.
4. Fair Commissioners Leslie P. Bar and A. E. MacKinnon explain the scope of the Exposition to Governor Elmer Benson of Minnesota.
5. Major General Dennis E. Nolan, Director of State Participation, shows Fair pictures to Governor F. P. Murphy of New Hampshire.
6. Fair Commissioner George J. Byrnes and Secretary Charles C. Green explain plan of the Fair to Governor R. C. Stanford of Arizona.
7. Governor M. Clifford Townsend of Indiana reads the Invitation Book.
8. Grover Whalen, President of the Fair Corporation, shows a model of the Fair to Whalen (left) and a group including (left to right) Representative Harry T. Norton of New Jersey, Henry K. Cushman of Boston, Julius C. Hulmes of the State Department, Representative John J. Dilony of New York, Senator Francis T. Maloney of Connecticut and Representative Edward A. Kenney of New Jersey.





**A** SHADOWLESS DUSK descends on the Theme Plaza . . . It is the opening day of the Exposition—April 30, 1939, and more than 800,000 visitors have stormed the gates . . . Still they surge up and down the broad avenues—vague tides of humanity in the deepening twilight . . . The great exhibit halls fade off into obscurity . . . Trees and towers shed their color . . . The lilt of orchestras, the blare of bands dies away . . . Even the impersonal roar of the multitude is muted . . . Only the slender spire of the Trylon is sensed clearly, silhouetted against the still sky.

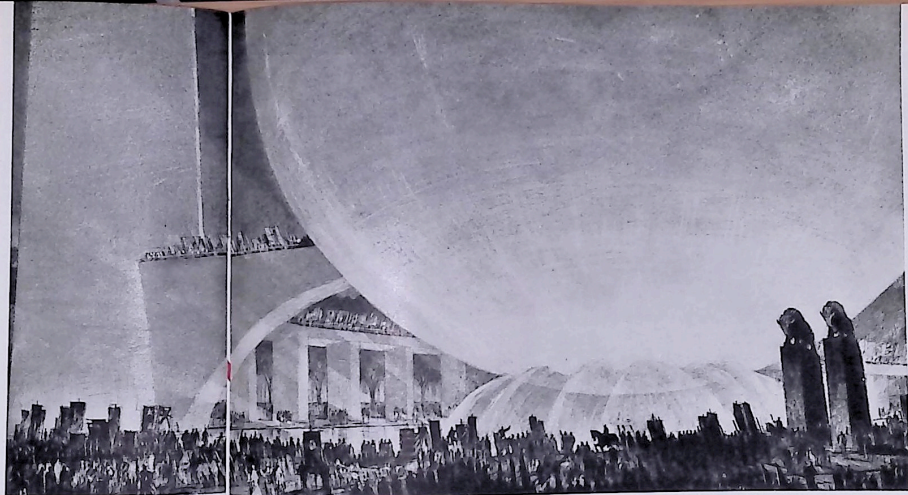
And then the miracle . . .

A switch describes a swift arc . . . The Trylon is gone—night closes in with an impact that is almost audible . . . The Fair bursts into flame, quivers with light, dances to every band in the spectrum . . . Fountains splash liquid blues and reds and greens, foliage becomes luminous, façades thrust forth in brilliant relief . . .

Dominating this molten sea is the great bulk of the Perisphere . . . a glowing, almost translucent ball floating lazily on a cluster of fiery fountains . . . appearing to revolve slowly, slowly the while soft clouds drift across its surface.

Thousands are still waiting to mount the escalators leading to the entrance high up on the sphere's side . . . to be projected into space on a broad, revolving platform . . . to gaze down on a vast panorama—a dramatization of the all-important rôle of coopération in modern civilization . . . to see cities and towns and farmland and all the activity that links them . . . stretching off to the horizon on all sides . . . blending into the clouds and light patterns of the dome . . .

A Voice breaks the flow of life through the Fair—a super-Voice shot from the shadowy summit of the Trylon on beams of sound . . . —“Parade of Dedication at the Theme Center.” . . . Life flows again, but now all eyes, all feet have the Theme Plaza as their goal . . . The Perisphere has ceased to turn . . . Poised motionless above the crowd, its refugence is reflected in a hundred thousand faces, expectant, waiting . . .



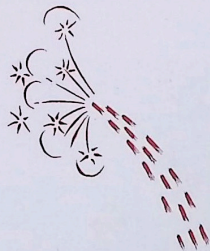
OPENING NIGHT OF THE FAIR

A GLIMPSE  
OF THE WORLD  
OF TOMORROW

A bugle sounds . . . A band strikes up . . . A vast panorama slips across the surface of the sphere . . . And down the Helicline, which curves around it from the Trylon to the ground, comes the Parade . . . gay-costumed marchers . . . spirited music . . . colorful flags and bright pennants . . . more marchers, more music, more flags and pennants . . . In the van, erect on a great, white charger, is the familiar, blue and buff figure of George Washington, whose inauguration just one hundred and fifty years ago the Fair commemorates . . . Behind, troop the famed of past and present . . . representatives of every nation and every state, of every business, every profession, every industry . . . Scene succeeds scene on the looming backdrop of the sphere, and still the marchers come . . .

Down the Helicline they wind, down the Esplanade and along the other great avenues . . . Wave on wave of applause marks their progress . . . And as the last cheers die away a rocket zooms up, far out over the lagoon . . . bursts into a shower of stars . . . bursts again . . . and yet again . . . Rocket succeeds rocket, until in one final burst the entire sky seems hung with fire . . . Then blackness and . . .

The New York World's Fair of 1939 has opened.







New York's Building at the Philadelphia Centennial, 1876



Seward Statue and New York Building at the Alaska-Yukon-Pacific Exposition, Seattle, 1909



New York Building at the World's Columbian Exposition, Chicago, 1893



The Empire State at the Louisiana Purchase Exposition, St. Louis, 1904

**T**O the history of American world's fairs the Empire State has contributed many handsome pages.

New York City introduced international expositions to this country with its Crystal Palace of 1853. In 1901 Buffalo staged the Pan-American Exposition. In almost every fair ever held in other states New York has played a leading rôle.

The State has invariably contributed heavily of its talent to the design and organization of these expositions beyond her borders. Of the twelve major ones held since 1875 it has participated officially in all, erected State buildings at eleven. Its appropriations for buildings and exhibits have totaled \$2,330,000, a sum which does not take into consideration the many loan exhibits, furnishings and other contributions from private firms and individuals.

At practically every fair New York's exhibit has been recognized as the finest contribution of any outside state and has ranked with those of the great world powers. In several instances its building has become the center for social events and even official functions.

Two New York buildings found such favor and were so substantially

demolished at the close of the expositions of which they were a part. New York's contribution to the Alaska-Yukon-Pacific Exposition of 1909 at Seattle has become the Music Hall of the University of Washington. Its building at Atlanta's Cotton States and International Exposition in 1895 was given to the Piedmont Driving Club.

At the Panama-Pacific International Exposition at San Francisco in 1915 not only was the State represented but New York City had a building that was "one of the most noteworthy on the grounds."

In the report of the New York Commissioners to the Atlanta exposition is expressed the general policy which has for sixty years governed the attitude of New York toward expositions in other states. The Commissioners wrote:

"We are profoundly impressed with the value of similar exhibitions as a powerful factor in strengthening and uniting our country and its citizens, and we do not hesitate to recommend that our Legislature be urged to appropriate small amounts upon similar occasions, and hope and believe that all of the states will do likewise."

## NEW YORK IN OTHER FAIRS

EXPOSITION	APPROPRIATION
Centennial Exposition, Philadelphia, 1876	\$33,000

World's Columbian Exposition, Chicago, 1893	610,000
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Cotton States and International Exposition, Atlanta, 1895	25,000
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Tennessee Centennial Exposition, Nashville, 1897	12,000
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Interstate and West Indian Exposition, Charleston, 1901-02	15,000
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Louisiana Purchase Exposition, St. Louis, 1904	350,000
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EXPOSITION	APPROPRIATION
Lewis and Clark Centennial Exposition, Portland, 1905	\$55,000

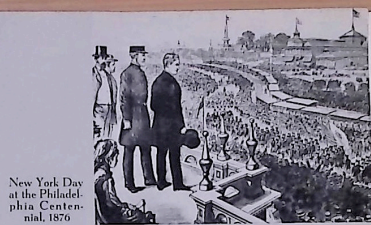
Jamestown Exposition, Norfolk, 1907	150,000
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Alaska-Yukon-Pacific Exposition, Seattle, 1909	105,000
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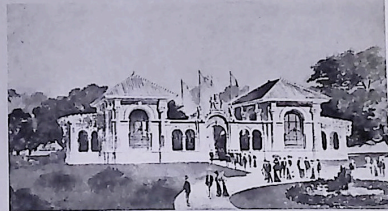
Panama-Pacific International Exposition, San Francisco, 1915	700,000
(New York City Exhibit)	100,000

Sequoiacentennial International Exposition, Philadelphia, 1926	175,000
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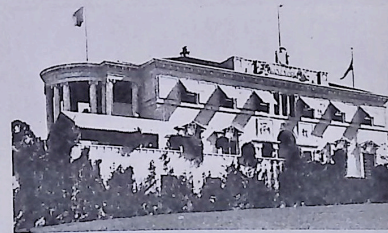
A Century of Progress, Chicago, 1933-34	100,000
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New York Day at the Philadelphia Centennial, 1876



Pavilion built by New York at the Interstate and West Indian Exposition, Charleston, 1901-02



New York's contribution to the Lewis and Clark Centennial Exposition, Portland, 1905



The Esplanade at the Panama-Pacific International Exposition, San Francisco, 1915. New York Building at right



## ADVISORY COMMITTEES AND CHAIRMEN

National Advisory Committee . . .  
WINTHROP W. ALDRICH  
Advisory Committee on Women's  
Participation . . . MRS. VINCENT ASTOR  
Advisory Committee on Foreign  
Participation . . . THOMAS J. WATSON  
JOHN L. MERRELL  
(*Vice-Chairman*)  
Executive Sub-Committee . . .  
MAY GEN. JAMES G. HARBOOD  
Sub-Committee on Diplomatic  
Relations . . . JAMES W. GERRARD  
Sub-Committee for Latin America . . .  
JAMES S. CARSON  
Sub-Committee for Canada . . .  
WILLIAM M. CHABOURNE  
Sub-Committee for Europe and the  
Near East . . . W. FRANKLYN PARIS  
Sub-Committee for the Irish Free  
State . . . JAMES A. FARRELL  
Sub-Committee for the Union of  
South Africa . . . J. H. CONGDON  
Sub-Committee for the Far East  
HERBERT S. HOUSTON  
Sub-Committee for Australia and  
New Zealand . . . HERMAN L. PRATT  
Hotel Advisory Committee . . .  
T. ELLIOTT TOLSON  
(*General Chairman*)  
FRANK W. KRIDEL  
(*Executive Chairman*)  
Advisory Committee on Insurance . . .  
HASOLD V. SMITH

Advisory Committee on Labor  
Relations . . . MATTHEW WOLL  
GEORGE MANN  
(*1st Vice-Chairman*)  
JOSEPH P. RYAN  
(*2nd Vice-Chairman*)  
Sub-Committee on Building and  
Construction Trades . . .  
HARRY VAN ARDLE  
Sub-Committee on Printing Trades  
VINCENT J. FERRIS  
Sub-Committee on Amusements . . .  
JACOB ROSENBERG  
Advisory Committee on Medicine and  
Public Health . . . DR. LOUIS I. DEUBLIN  
DR. JAMES R. REULING, JR.  
(*Vice-Chairman*)  
Realty Advisory Committee . . .  
CHARLES E. NOYES  
IRVING ROSENBAUM  
(*Executive Vice-Chairman*)  
Advisory Committee on Trade  
Associations and Civic Affairs  
WILLIS H. BOOTH  
Sub-Committee on Organization . . .  
CAPTAIN WILLIAM J. PEBBICK  
Sub-Committee on Regional  
Meetings . . . LOUIS K. COMSTOCK  
LAWRENCE B. ELLMAN  
(*Co-Chairmen*)  
HENRY R. SWARTLEY, JR.  
(*Vice-Chairman*)  
Advisory Committee on Information  
and Research W. FRANKLYN PARIS

Advisory Committee on Transportation  
JOHN HENRY HAMMOND  
Sub-Committee on Railroads . . .  
GEORGE LEBOUTILLIER  
Sub-Committee on Inter-State Bus  
Group . . . E. W. BEBO  
Sub-Committee on New York City  
Bus Group . . . FREDERIC T. WOOD  
Sub-Committee on Passenger  
Transportation . . . A. H. SHAW  
Sub-Committee on Freight  
Transportation . . . F. X. QUINN  
Sub-Committee on Operating  
Engineering . . . J. A. APPLETON  
Advisory Committee on Entertainment  
and Amusements . . . JOHN GOLDEN  
Advisory Committee on Welfare . . .  
MRS. SUSSEY C. BORG  
Advisory Committee on Communica-  
tions . . . WALTER S. GIFFORD  
Advisory Committee on Consumer In-  
terests . . .  
MRS. BERT W. HENBROCKSON  
Advisory Committee on Goodwill and  
Peace . . . MRS. VINCENT ASTOR  
JOHN E. OTTELISSON  
(*Co-Chairmen*)  
JAMES S. CARSON  
EVAN E. YOUNG  
(*Vice-Chairmen*)



Conference of the  
Sub-Committee  
for Latin America  
of the Advisory  
Committee on  
Foreign Participa-  
tion

## SHOULDER TO SHOULDER

**A** UNIQUE FEATURE of the New York World's Fair is its system of advisory committees. In addition to the National Advisory Committee, which carries the Fair into all of the forty-eight states, the system includes a network of committees marshaling on functional lines a vast array of experience, talent and wisdom behind the Fair.

These groups reach into every activity of man. They stand as reservoirs on which the Fair can draw for counsel and assistance. Not all have been organized as yet, but already their membership reaches the impressive total of more than 2,000. They include officers of great corporations, heads of chambers of commerce and trade associations, prominent business men, engineers, financiers and administrators of great institutions. That so many outstanding men could be drawn together in behalf of the Fair attests to the importance the Exposition already has assumed in their eyes.

These leaders of business and commerce, of industry and the professions realize that the Fair will benefit, both directly and indirectly, their respective fields of activity. They welcome the opportunity provided by these committees to have a voice in the planning and operation of the Fair to the extent that it affects them. And the Fair Corporation feels that it is only proper that they should have such an opportunity.

Each committee bears a definite relationship to the Theme of the Fair. Each corresponds to a thematic divi-

sion and will be represented in the physical development of the Theme by focal and commercial exhibits. The committees will be consulted by the Board of Design and the Department of Exhibits and Concessions on questions relating to exhibits and to the best methods of interpreting the Theme in the focal displays.

Many of the committees also will be extremely helpful in other fields of Fair planning. The Advisory Committee on Transportation, for example, will be consulted as to exhibits in this field and also about problems of getting people to and from the Fair. The Foreign Participation group will promote the Fair in foreign circles here and abroad and will recommend what types of foreign exhibits should be sought. The Committee on Trade Associations and Civic Affairs will coordinate Fair activities of 346 local organizations.

In addition to these activities the committees will help to broadcast news of the Fair, create interest in it and in general assist in its promotion. They have already rendered valuable aid in connection with the bond campaign. They will keep the industry or group which they represent advised of progress and development.

Organization of committees and direction and coordination of their activities constitutes the work of the Division of Advisory Committees, of which Thomas J. Donovan is Director. Great care is being taken to insure that the membership of each committee includes all of the leaders in its particular field.

## BUSINESS · LABOR · INDUSTRY



Grover Whalen  
addressing a  
meeting of the  
Advisory Com-  
mittee on Labor  
Relations



**T**HE solid foundations of any fair are its exhibits of industry and commerce. They provide the seaworthy hull upon which the superstructure of spectacle and fantasy is raised.

In this respect the New York Fair will be substantially constructed. Its Department of Exhibits and Concessions reports an unprecedented interest in the Exposition evidenced by prospective commercial participants. Hundreds of business and industrial leaders, amusement and art impresarios have already been in contact with the Department. Actual signing of exhibit contracts is about to begin, and applications for concessions are being accepted, subject to later consideration.

For space in exhibit buildings erected by the Fair Corporation itself, of which there will be about twenty-five, a charge of \$14 per square foot will be made irrespective of location. Space charges for building plots have been established on a sliding scale—20 cents per square foot for the first 20,000 square feet, 15 cents for the next 20,000 and 10 cents for all space in excess of 40,000 square feet. In addition, exhibitors who build will be charged \$25 a foot for frontage on "A" or main thoroughfares, \$15 on "B" thoroughfares and \$5 on all other thoroughfares. It is anticipated that more than fifty private exhibit buildings will be erected. Charges for concessions and governmental exhibits are being formulated.

Along other fronts the Fair is moving steadily forward, out of the realm of theory and planning into that of actuality. Preparations already have reached the phase of translating two dimensional blueprints in the Empire State Building into three dimensional buildings in Flushing Meadow Park.

Fair offices have overflowed four floors in the skyscraper and are now seeping into a fifth; the Fair's staff numbers more than 500 and is growing daily (even to say hourly would be hardly an exaggeration). No one who visits Fair headquarters (and some 45,000 persons from forty-six nations have done so) can fail to be impressed both by the magnitude of the plans and the progress that has been made thus far.

Best evidence of progress is the display on the ground floor of the Empire State Building where New York and

its visitors are viewing for the first time actual samples of the 1939 spectacle.

In this exhibit, which occupies the Fifth Avenue and Thirty-fourth Street corner of the building, are shown murals depicting the scope of the project, models of the site and of various sections and buildings and some of the novel lighting effects which the Fair will feature. Most productive of visitor "ohs" and "ahs" is a large-scale model of the Theme Building and Plaza as viewed at night. Small models coated with luminous paints to produce an effect of night lighting also are popular exhibits, as is a bubble fountain or Aqualon, made by forcing water and air up through a lighted glass column.

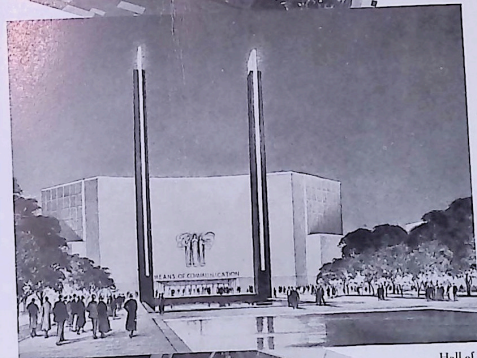
At the site the "grub" stage of Fair activities is rapidly drawing to a close. The last shovelful of 6,000,000 cubic yards of ashes that once were piled high in the middle of the grounds has been spread, the last dripping mass of meadow mat has been scooped out of the two "made" lagoons and stored for later use as top soil. The Fair is about to enter its "chrysalis" stage; the gradual transformation of a waste land into a beautiful city is about to begin.

Contractors have already started excavating and driving piles for foundations for the Administration Building. Nursery men are moving 500 large trees onto the grounds, the first step in an extensive landscaping program. Designs and blueprints for buildings, bridges, roads, utilities, etc., are coming off drafting boards at a constantly accelerating rate. Architectural plans for the Theme Building and Tower and the Administration Building have been completed. In process are plans for an Exhibitors' Headquarters, the Halls of Communications and Business Administration, two Halls of Production and two for Food.

A year ago the Fair was a vision (a vague vision at that) in the minds of a handful of men. New Yorkers themselves were inclined to dismiss the project as "a good idea, yes—but one that you and I will never live to see." Today not even the most cynical and blasé Gothamite (and there are a few such) but accepts and is thrilled by its actuality. Today the Fair Corporation, after ten months of intensive labor, can point with not a little pride to many major accomplishments.



Aqualon  
in World's  
Fair Exhibit



Hall of  
Communications



Mural of the  
Fair Plan

#### NEW YORK WORLD'S FAIR BULLETIN

Vol. I

April, 1937

No. 5

Published by New York World's Fair 1939

Empire State Building, New York, N. Y.

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